

SPEND YOUR WINTER AT EL PASO, TEXAS

World Famous Climate and Ideal Tourist Resort. No Malaria, No Fogs. Beautiful Residence City. Population 50,000. Commercial and Mining Center. Has Nine Railroads. Hunting, Automobiling, Golf, Tennis, Baseball and Horseback Riding Popular Winter Pastimes.

While in El Paso See the El Paso Valley

A 40-acre farm, well irrigated, will yield a larger net profit each year than a 200-acre farm dependent upon rainfall.

El Paso Valley farmers raise two to three crops a year of grain and vegetables and three to five crops of hay.

El Paso Valley is from 1200 to 1500 miles nearer than California to the eastern markets, and has a fruiting four to seven weeks earlier.

The growing of apples and pears in the orchards has proved very successful and profitable.

Alfalfa is in bloom from April to October, and, therefore, this valley is the paradise of the honey bee.

The finest cantaloupes grown in the United States are raised in this valley. Soil and climatic conditions are just right. Big crops to large profit are grown.

The Elephant Butte Dam, now under construction, will upon completion furnish water for irrigating upwards of 180,000 acres of land in this valley.

The average annual temperature is 63 degrees, and the atmosphere is bracing and exhilarating even on the hottest day in summer. The bright sunshine of winter makes the day warm and pleasant.

Lands in the El Paso Valley are reasonable in price and are bound to increase in value.

The cantaloupe industry was launched two years ago. The first year, from



NEW 12-STORY ANSON MILLS BUILDING NOW BEING ERECTED.

about 300 acres, 71 carloads of this money-making crop were shipped to northern and eastern markets. These cantaloupes are prize winners.

One farmer near El Paso last year from a 40-acre orchard of apples, cleaned up over \$12,000 net.

Another farmer realized \$2200 from one 10-acre crop of cantaloupes.

Even under the most unfavorable conditions cantaloupe raisers have realized from their land a net profit of from \$150 up.

Oats, barley and rye form excellent crops, barley being the heaviest producer of the three. Seventy bushels to the acre has been grown on the experiment station farm.

Alfalfa sells at from \$8 to \$11 per ton, baled, during the growing season. When stored until winter it sells for from \$12 to \$15 per ton.

A gross return of from \$40 to \$60 per acre is not extraordinary and a net profit of from \$20 to \$50 per acre is quite common in the El Paso Valley.

The climate of El Paso Valley is as nearly perfect as it can be. The average number of sunshiny (clear) days per year is 225. Snow seldom falls and when it does is soon melted. Blizzards and sunstrokes are unknown.

The Great Elephant Butte Dam and Reservoir, now building, will cost \$9,000,000.

El Paso, the center and distributing point of the southwest, is 828 miles from Denver, 950 miles from Kansas City, and 800 miles from Los Angeles.

The El Paso Valley is a country for Homes, Health, and Investment, and one can make no mistake in locating in this valley of promise where things are moving.

El Paso--The Trading and Distributing Center of the Southwest Has:

A Population of 50,000.

Paved Streets.

Cement Sidewalks.

Electric Lights. Water Works.

Ice Plants. Flour Mills.

Canneries.

Public Schools. Private Schools.

Seven Banks.

Local and Long Distance Telephone.

Many Hotels. Beautiful Parks.

Churches of All Denominations.

Two Daily Newspapers.

Steam Laundries.

Bottling Works.

Two Telegraph Companies.

All the Different Secret Organizations.

Second Largest Smelter in the World.

Chamber of Commerce.

Big Department Stores.

An Ideal Climate.

In Fact Every Business to be Found in a City of a Half Million Population.

Live Business Men and a Hospitable and Progressive Citizenship Who Invite the Home Seeker and Investor to Join Them in the Upbuilding of the City and Valley.

General Information About El Paso and the El Paso Valley by Writing to Any of the Following:

NEWMAN INVESTMENT CO., 226 Mesa Ave., El Paso, Texas.

A. P. COLES & BROS., 204 N. Oregon St., El Paso, Texas.

WM. MOELLER, Herald Bldg., El Paso, Texas.

AUSTIN & MARR, Caples Bldg., El Paso, Texas.

MAPLE & CO., 209 1/2 Mesa Ave., El Paso, Texas.

J. R. FISK, Trust Bldg., El Paso, Texas.

LOOMIS BROS., 202 Texas St., El Paso, Texas.

LATTA & HAPPER, 207 Mesa Ave., El Paso, Texas.

MATHEWS & DYER, 117 N. Stanton St., El Paso, Texas.

BUCHOZ & SCHUSTER, Caples Bldg., El Paso, Texas.

H. L. HOWELL, Herald Building, El Paso, Texas.

ANDERSON-FILLER REALTY CO., 27-28 Bassett-

Edwards Block, El Paso, Texas.

CASSIDY & DAVIDSON, 211 Mills St., El Paso, Texas.

HATTON REALTY CO., City Nat'l. Bank Building, El Paso, Texas.

LONE STAR LAND CO., 213 Texas St., El Paso, Texas.

R. C. BAILEY LAND CO., Orndorff Bldg., 306 Mesa Ave.,

JOSEPHUS BOGGS, 15 Morgan Bldg., El Paso, Texas.

FELIX MARTINEZ, 14 Plaza Block, El Paso, Texas.

PETERMAN & LANSDEN REALTY CO., Ysleta, Texas.

PENCE BROS., 217 Texas St., El Paso, Texas.